

**REMARKS**

Claim 1 includes the following limitation among others:

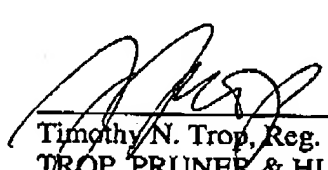
automatically and selectively choosing on said receiver without user intervention, an advertising resource from said first subset listing based on a given characteristic of the receiver to compile a second subset listing of advertising resources, and a second subset listing finer tuned to a characteristic of the receiver than the first subset listing.

It is suggested that Picco discloses that only select receivers matching the criteria of the distribution variable may download the local content. *See* bottom of page 3 of the Office Action. If this is so, there is no choosing *on the receiver* an advertising resource in the first set. There is no choosing, on the receiver, of any particular advertisement. Instead, the choice is done for the receiver by the uplink station.

Similarly, none of the material in paragraph 1 of the Office action provides any indication that any choosing is done by the local receiver. Therefore reconsideration is respectfully requested.

Respectfully submitted,

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